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MAIL STOP AF  
PATENT  
8028-1022

IN THE U.S. PATENT AND TRADEMARK OFFICE

In re application of:

Toshiyuki ISHINO

Confirmation No. 9749

Serial No. 09/989,069

GROUP 2175

Filed November 21, 2001

Examiner Neveen Abel Jalil

INFORMATION BROADCASTING METHOD AND SYSTEM  
WITH MESSAGE SELECTION BASED ON BUYER  
ATTRIBUTES

RECEIVED

SEP 07 2004

AMENDMENT AFTER FINAL REJECTION

Technology Center 2100

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

September 3, 2004

Sir:

In response to the Official Action of June 17, 2004,  
please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing  
of claims that begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.